Majority of Canadians report the people they care about are at some risk of being homeless; nearly three quarters say homelessness has a serious or somewhat serious impact on Canada

Ottawa Mission | Summary

A majority of Canadians say homelessness has a serious or somewhat serious impact on Canada as a whole and say the people they care about are at some risk of being homeless. One in two Canadians report supporting people who are homeless and most do so by donating funds and in-kind donations.

- **Nearly three in four Canadians say homelessness has a serious or somewhat serious impact on Canada as a country** – Asked what kind of impact they believe homelessness has on Canada as a country, just under three in four say it has a serious (31%) or somewhat serious (42%) impact on Canada as a country, while just under one in four say it has somewhat not serious (15%) or not a serious impact (nine per cent). Three per cent are unsure. Women are more likely to say homelessness has a serious impact (39%) or somewhat serious impact (43%) on Canada as a country than men (22% serious impact; 42% somewhat serious impact).

- **Over six in ten Canadians say the people they care about are at some risk of being homeless** – Asked to what extent the think the people they care about may be at risk of being homeless, over four in ten say a small risk (43%), 15 per cent say a medium risk and five per cent say a high risk. Just over one third say the people the care about are at no risk of being homeless (35%). Two per cent are unsure.

- **Canadians have mixed opinions when it comes to supporting people who are homeless** – One in two Canadians report providing support to people who are homeless (50%), while one in two say they do not provide support (50%). Older Canadians (55% of those 55 and older; 51% of those 35-54 years old) are more likely to report supporting people who are homeless than younger Canadians (41% of 18-34 years old). Regionally, reported support for those who are homeless ranges from one in three in Quebec (36%) to over one in two in Ontario (51%), the Prairies (56%), British Columbia (58%) and the Atlantic region (59%).

> Over six in ten Canadians say the people they care about are at some risk of being homeless
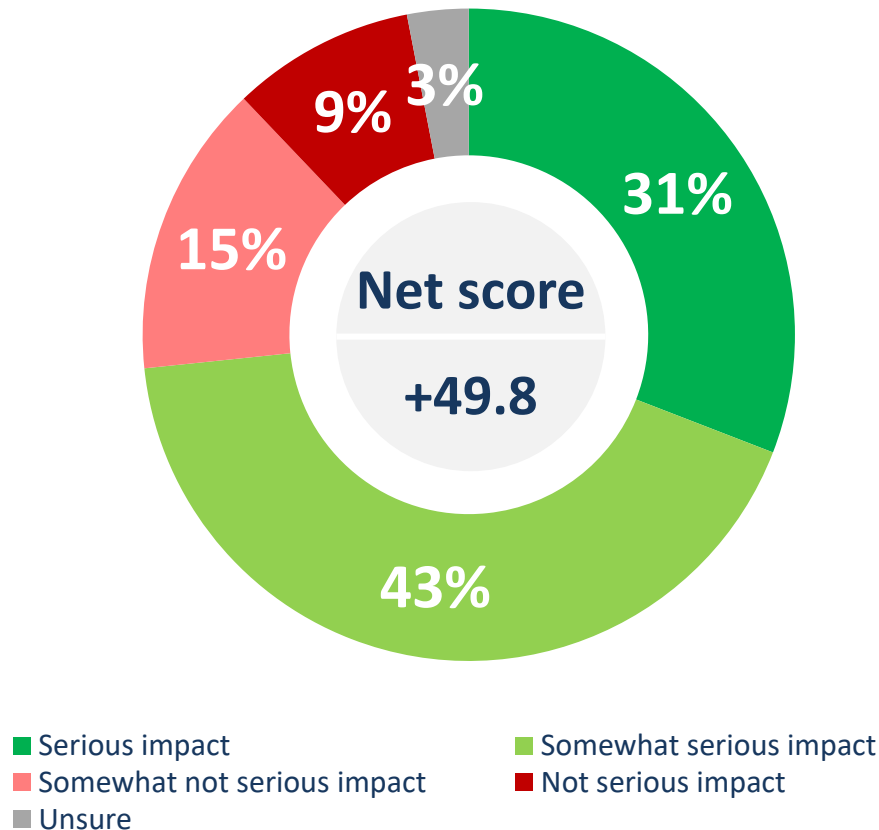
> Nearly one in four Canadians say the Federal government should be most responsible for dealing with homelessness

- **Those who provide support to homeless people most frequently report doing so by donating funds and in-kind donations** – Asked how they provide support to those who are homeless, nearly nine in ten Canadians who support homeless people say they donate funds or in-kind donations (87%), followed by voting for those running for elected office who promise to support those who are homeless (39%), volunteer with organizations that support those who are homeless (23%) and directly helping them by personally giving them support like money and food (five per cent).

- **Canadians most frequently rank the federal government first as the group or institution that should be most responsible for dealing with homelessness** – Asked to rank the top three groups or institutions who should be most responsible for dealing with homelessness, close to one in four (23%) first rank the federal government as the one who should be most responsible, while under two in ten each say the municipal governments and provincial governments (18% each). Over one in ten (14%) say families and friends of those who are homeless should be most responsible, eight per cent say charitable organizations and four per cent say religious institutions. Sixteen per cent say all of these groups or organizations should be responsible.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29th to December 2nd, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Ottawa Mission and the research was conducted by Nanos Research.

Impact of homelessness as a country

Net score

+49.8

- 🟩 Serious impact — 31%
- 🟩 Somewhat serious impact — 43%
- 🟥 Somewhat not serious impact — 15%
- 🟥 Not serious impact — 9%
- ⬜ Unsure — 3%

	Serious/ somewhat serious impact
Atlantic (n=100)	74.6%
Quebec (n=251)	63.8%
Ontario (n=309)	74.2%
Prairies (n=197)	76.9%
British Columbia (n=153)	82.2%
Male (n=531)	64.0%
Female (n=479)	82.4%
18 to 34 (n=283)	73.3%
35 to 54 (n=340)	70.3%
55 plus (n=387)	76.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on Canada as a country?

Risk of others being homeless

Net score

+57.4

- ■ No risk
- ■ Small risk
- ■ Medium risk
- ■ High risk
- ■ Unsure

35%

43%

15%

5%

2%
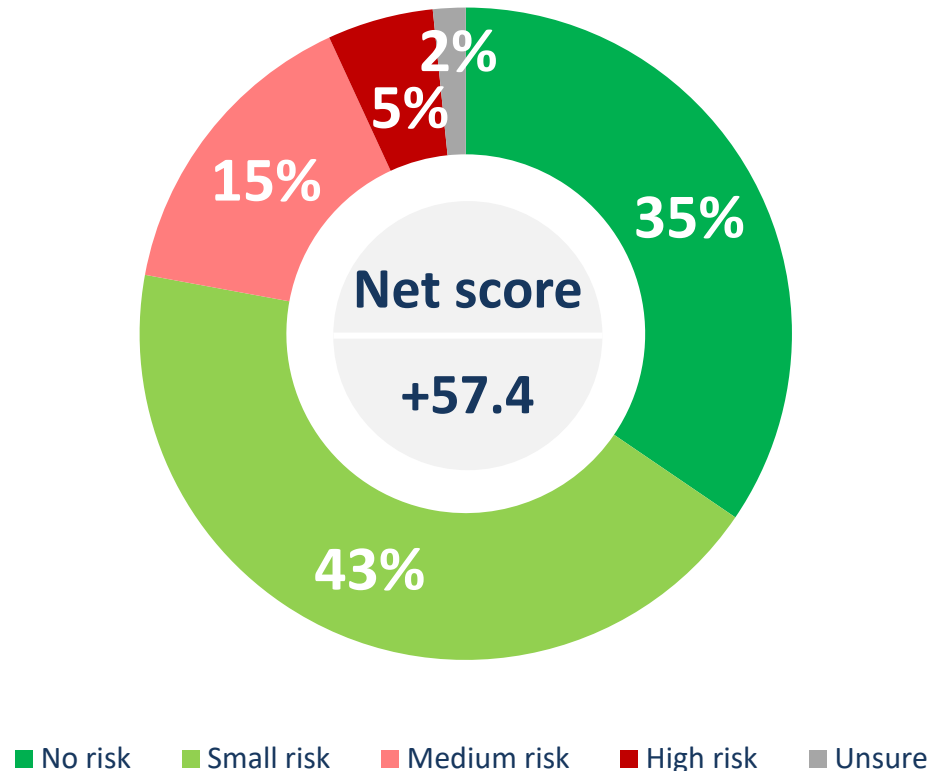
	Small risk
Atlantic (n=100)	**53.5%**
Quebec (n=251)	**48.0%**
Ontario (n=309)	**40.7%**
Prairies (n=197)	**45.0%**
British Columbia (n=153)	**35.7%**
Male (n=531)	**45.5%**
Female (n=479)	**41.3%**
18 to 34 (n=283)	**44.2%**
35 to 54 (n=340)	**43.5%**
55 plus (n=387)	**42.6%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – To what extent do you think that people you care about may be at risk of being homeless?

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th to December 2nd, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Support for those who are homeless
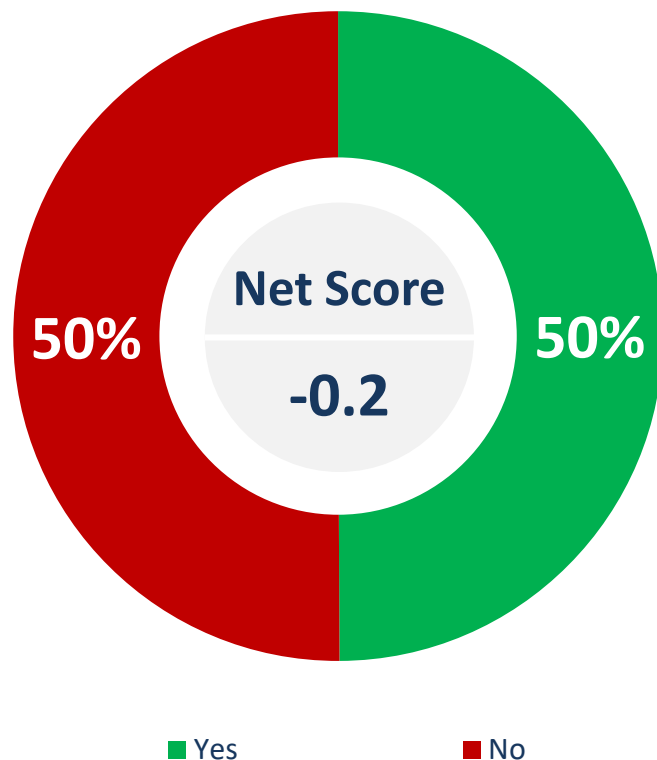
	Yes	No
Atlantic (n=100)	**58.9%**	**41.1%**
Quebec (n=251)	**35.7%**	**64.3%**
Ontario (n=309)	**51.3%**	**48.7%**
Prairies (n=197)	**56.1%**	**43.9%**
British Columbia (n=153)	**57.9%**	**42.1%**
Male (n=531)	**43.5%**	**56.5%**
Female (n=479)	**56.2%**	**43.8%**
18 to 34 (n=283)	**41.3%**	**58.7%**
35 to 54 (n=340)	**51.2%**	**48.8%**
55 plus (n=387)	**55.0%**	**45.0%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you provide support for people who are homeless?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29th to December 2nd, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Methods of providing support

	Frequency (n=493)
Donate (funds or in-kind donations to organizations hat support those who are homeless	86.9%
Vote for those running for elected office who promise to support and/or have provided support to those who are homeless	39.0%
Volunteer with organizations that support those who are homeless	22.7%
I directly help them (personally give them money, food, verbal support)	4.5%
I provide housing to those in need	1.1%
Other	4.1%

QUESTION – [IF YES] How do you provide this support? [Select all that apply]

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Institutions who should be responsible for dealing with homelessness

	First Rank (n=1010)	Second Rank (n=947)	Third Rank (n=929)
Federal Governments	22.7%	17.2%	19.0%
Municipal Governments	18.2%	15.1%	26.8%
Provincial Governments	17.7%	38.5%	17.0%
Families and friends of those who are homeless	13.5%	7.0%	11.3%
Charitable organizations	7.9%	14.4%	15.5%
Religious institutions	3.7%	5.3%	4.6%
All of the above	16.0%	2.5%	5.9%
Unsure	0.2%	-	-

QUESTION – Please rank the top three groups or institutions who should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 29th and December 2nd, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Mission and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	Ottawa Mission
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 29th to December 2nd, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	10 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. Previous content included, pipelines, provincial separatism, the standard of living, and recessions.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

ABOUT NANOS

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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TABULATIONS

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				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Does homelessness in Canada have a serious impact, somewhat serious impact, somewhat not serious impact or not serious impact on Canada as a country?	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Serious impact	%	30.9	28.3	21.0	35.5	29.3	38.3	22.4	39.0	30.6	28.5	33.2
	Somewhat serious impact	%	42.5	46.3	42.8	38.7	47.6	43.9	41.6	43.4	42.7	41.8	42.9
	Somewhat not serious impact	%k	14.5	16.8	18.6	14.9	11.2	9.6	18.3	10.9	14.5	14.7	14.3
	Not serious impact	%	9.1	6.6	14.0	8.1	7.3	6.9	13.9	4.5	9.2	10.2	8.0
	Unsure	%	3.0	2.0	3.6	2.7	4.6	1.3	3.9	2.2	2.9	4.9	1.5

				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - To what extent do you think that people you care about may be at risk of being homeless?	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	No risk	%	34.5	25.3	34.5	37.9	30.4	35.1	36.1	33.0	29.1	32.6	40.1
	Small risk	%	43.4	53.5	48.0	40.7	45.0	35.7	45.5	41.3	44.2	43.5	42.6
	Medium risk	%	15.2	7.6	14.5	14.4	17.1	20.2	11.2	19.1	19.6	15.7	11.7
	High risk	%	5.3	9.9	1.2	5.2	6.1	9.0	4.8	5.7	5.6	5.8	4.6
	Unsure	%	1.6	3.6	1.8	1.9	1.3	0.0	2.3	0.9	1.5	2.4	1.0

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				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you provide support for people who are homeless?	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Yes	%	49.9	58.9	35.7	51.3	56.1	57.9	43.5	56.2	41.3	51.2	55.0
	No	%	50.1	41.1	64.3	48.7	43.9	42.1	56.5	43.8	58.7	48.8	45.0

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				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [IF YES IN Q3] How do you provide this support? (Select all that apply.)	Total	Unwgt N	493	60	85	151	108	89	228	265	109	169	215
		Wgt N	498	39	82	197	103	77	213	285	112	174	212
	Volunteer with organizations that support those who are homeless	%	22.7	28.6	18.6	23.8	24.8	18.3	23.9	21.8	21.5	23.6	22.6
	Donate (funds or in-kind donations) to organizations that support those who are homeless	%	86.9	87.8	83.2	89.0	90.2	80.6	90.3	84.4	85.1	85.9	88.7
	Vote for those running for elected office who promise to support and/or have provided support to those who are homeless	%	39.0	34.6	23.5	43.5	39.1	46.1	36.7	40.7	49.7	34.9	36.7
	I directly help them (personally give them money, food, verbal support)	%	4.5	5.7	5.0	2.1	4.1	10.3	3.2	5.5	4.2	4.6	4.6
	I provide housing to those in need	%	1.1	1.8	0.0	0.6	2.4	1.0	0.6	1.4	1.5	1.7	0.3
	Other	%	4.1	1.9	2.2	5.4	1.7	7.1	6.5	2.3	0.7	8.1	2.6

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				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 1] Please rank the top three groups or institutions who should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]	Total	Unwgt N	1010	100	251	309	197	153	531	479	283	340	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Families and friends of those who are homeless	%	13.5	11.6	10.9	12.2	16.8	17.9	17.5	9.6	12.7	16.7	11.1
	Religious institutions	%	3.7	0.0	2.8	4.1	5.4	3.5	5.5	1.9	2.6	4.7	3.5
	Charitable organizations	%	7.9	10.1	11.2	6.2	8.3	5.3	8.7	7.2	8.7	6.9	8.3
	Municipal Governments	%	18.2	20.3	17.1	20.7	14.7	16.7	16.1	20.2	17.2	19.2	18.1
	Provincial Governments	%	17.7	13.5	18.6	20.2	14.4	15.7	15.6	19.7	20.3	17.3	16.2
	Federal Government	%	22.7	26.3	22.9	18.7	28.1	25.2	25.0	20.6	24.1	20.2	24.0
	All of the above	%	16.0	18.2	15.5	17.9	12.4	15.6	11.6	20.3	14.0	15.0	18.4
	Unsure	%	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.3

				Region					Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 2] Please rank the top three groups or institutions who should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]	Total	Unwgt N	947	95	232	289	186	145	504	443	264	325	358
		Wgt N	933	64	214	358	172	125	462	471	254	323	356
	Families and friends of those who are homeless	%	7.0	7.6	6.6	8.0	6.6	4.8	7.2	6.7	7.3	6.7	7.0
	Religious institutions	%	5.3	6.2	3.3	4.8	9.3	4.5	5.9	4.8	6.7	4.0	5.6
	Charitable organizations	%	14.4	7.6	19.5	13.2	13.6	13.4	16.3	12.5	13.4	16.0	13.6
	Municipal Governments	%	15.1	8.9	17.9	19.2	8.5	10.8	14.6	15.6	14.0	14.5	16.5
	Provincial Governments	%	38.5	45.6	35.0	37.1	40.9	41.9	37.3	39.8	39.5	40.1	36.4
	Federal Government	%	17.2	20.1	14.9	16.3	17.2	22.1	16.8	17.6	17.0	15.2	19.1
	All of the above	%	2.5	3.9	2.7	1.4	3.9	2.6	1.9	3.1	2.1	3.5	1.8

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					Region				Gender		Age		
			Canada 2019-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 3] Please rank the top three groups or institutions who should be responsible for dealing with homelessness, where 1 is the most responsible, 2 is the second most responsible and 3 is the third most responsible. [RANDOMIZE]	Total	Unwgt N	929	95	226	284	181	143	495	434	261	317	351
		Wgt N	915	64	210	351	168	123	453	461	251	316	347
	Families and friends of those who are homeless	%	11.3	11.9	10.2	12.8	10.0	10.1	11.9	10.6	8.2	14.3	10.7
	Religious institutions	%	4.6	3.9	4.1	4.3	4.5	6.6	6.0	3.2	3.1	5.6	4.7
	Charitable organizations	%	15.5	9.8	17.5	15.5	18.4	10.9	16.4	14.6	15.1	14.2	17.0
	Municipal Governments	%	26.8	26.0	26.2	26.2	31.4	23.6	26.9	26.6	31.3	23.8	26.3
	Provincial Governments	%	17.0	18.2	20.3	15.2	13.4	20.6	17.1	16.9	15.2	13.0	22.0
	Federal Government	%	19.0	25.3	15.5	21.2	15.5	20.2	17.3	20.7	20.9	22.3	14.7
	All of the above	%	5.9	4.9	6.2	4.7	6.7	8.0	4.4	7.4	6.3	6.9	4.6

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